



Descriptive Title of The Invention

An instore and remote-hosted solution for Retail Promotion Optimization using moveable "devices" having components such as price checkers, printers, and controllers.

I hereby incorporate by reference (1) Provisional Application Title: Scansave 60/463,438 filed on April 17th 2003, and (2) Provisional Application Title: mopods 60/534,991 filed on Jan. 9th 2004.

The following Patents are listed as reference:

"Microsoft" 6,061,692	"Catalina" 6,424,949
"Copient" 20040064368	"Catalina" 6,584,448
"Catalina" 6,282,516	"Catalina" 6,684,195
"Retail Multimedia Corp" 5,918,211	"NCR" 6,502,076
"Specialty Equipment Co. Inc." 4,738,042	"Catalina" 6,484,146
"Ad Response MicroMarketing Corp" 6,076,068	"NCR" 6,334,110
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"Catalina" 5,832,457	"IBM" 6,505,773
"Catalina" 6,307,958	"Catalina" 6,377,935
"Catalina " 6,321,210	"SoftCard Systems Inc." 6,354,492
"Catalina" 6,334,108	"Matthias; John T." 6,151,587
"Catalina" 6,377,935	"OneClip.com Inc." 6,076,069



"One Clip.com" 6,041,309

Chumbley; Gregory R. 5,535,118

"Digital Broadband Applications Corp." 5,946,646

"Totom Enterprises, Inc." 5,097,981

"Smolen; Daniel T." 5,915,243

"Gempsy France" D486,827

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"NCR Corp" 6,621,407

"The Standard Registry Co." 6,691,915

"NCR Corp" 6,430,704

"Symbol Technologies Inc." 6,616,049

"NCR Corp" 6,415,263

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"SoftCard Systems, Inc." 6,012,038

" Lin, Ching-Fang; " 20020131405

"Ad Response MicroMarketing Corp" 5,882,735

"Alexander, Bruce; Bahneman, Liem" 20020075307

"Environmental Products Corp" 5,557,721

Statement Regarding Fed sponsored R&D

The Applicant has not received any Federal sponsored R&D funding

Reference to sequence listing, a table or a computer program listing appendix

7 Drawings included



Brief Summary of the Invention

The present invention is a Retail Promotion Optimization solution that uses hardware such as price checkers and printers to deliver targeted text, graphics, messages and/or coupons, based on a scanned input or a button push

The solution is non-interactive in so far as it does not include a menuing system, nor is it content-rich; rather it is a system to deliver targeted offers, slide shows, information, and coupons to Shoppers where they make their decision to buy.

Specifically, in its primary embodiment, moveable "device"s are positioned at various locations within a Retail store commonly called a Point of Decision Fig. 3 (56), these locations being for example, the door entry, the end of a merchandise aisle, commonly called an "end-cap" for those familiar in this business, merchandise shelves, outside displays and customer service desks. Then, the present invention takes the scan of a barcode as a data input, or a button push, then outputs text, graphics, messages and/or coupons for use on the Shopper's current visit.